

From: Chacko, Bob on Fri, Jul 12, 1996 6:25 PM

Subject: P. Menthol Flash 6/29

To: Rafferty, Shelby

Cc: Anise, Roy; Anton, Mark; Beran, Dave; Berlin, Alan; Bonhomme, Jeanne; Chacko, Bob; Chris Wilson @ Y&R; Clem, Trey; Egan, Patty; Foster, Truman; Fuller, Stuart; Geary, Dave; Gee, Edward; Goldfarb, Arthur; Gotti, Robert; Greene, Julie; Greer, Vanessa; Houghton, Ken; Iler, Bill; Isaacs, Jerry; Johnson, Craig; Keane, Denise; LeVan, Suzanne; Levy, Carolyn; Love, Steve; Lund, Nancy; Mahan, Michael; McCarthy, Patricia; Merlo, Ellen; Mikulay, Robert; milby, david l; Morgan, Jim; Mortensen, Jim; Nelson, Doug; Paoli, Pete; Pettinelli, Bob; Pilotti, Nancy; Reuter, Barbara; Saloun, Tom; Schwartz, Andrew; Steele, Harry; Steen, Lauren E.; Szymanczyk, Mike; Teitelbaum, Shari; Vander Putten, James; Walchak, Mark; Weinstein, Barbara; Wexler, Larry; Whalen, Roy; Willard, Howard; Zerangue, Kent

File(s): 6/29 conv; 6/29 summary; TOP629.XLS

See Enclosed 1 Page Summary, topline data on the 3 market total., and C-store information.

- Within the 1 page summary are the following:
  - \* 3 Market share, dist., share in stores stocking (SSS) by outlets
  - \* Region 1 comparison to 3 market
  - \* Market by Market share performance
  - \* Chart - weekly share trends by outlets
  - \* Display /POS/Visibility
  - \* Share performance of other key brands since P. Menthol intro.

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--6/29/96 Highlights--  
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Retail Performance data based on 3 market (NY Metro, Boston, and Philadelphia).

\*With the BIG1F promotion over, there are slight declines in weekly shares over the last 2 weeks.

\* Cum since intro. share for C - Stores (0.6% ), and AOC (0.5% )

\* Week ending share C-stores(0.5% ) and AOC (0.4% )

\* Week ending Share in Stores Stocking C-stores(0.6% ) and AOC (0.6% )

\* Region 1, C-stores, Share in Stores Stocking (0.5% ),and week ending share 0.4% , down -0.1pts vs prior week.

\* Distribution 86% based on Nielsen 3 market

Note:

FLR Merchandising audits scheduled for July & August have been changed. The new audits

are scheduled for August and September. This week's FLR info. is unchanged from prior week.

**INTEGRATED MANUFACTURERS PERFORMANCE**  
**PARLIAMENT MARKET-CONVENIENCE**  
**WEEK ENDING 06/29/96**

								WEEK ENDINGS					4 WEEK ENDINGS				
	Feb-90	Mar-90	Apr-90	May-90	Jun-90	QTD	YTD	6/9	6/16	6/23	6/30	Diff vs. wk-ago	6/9	6/16	6/23	6/30	Diff vs. 4w-ago
Philip Morris	55.38	56.34	56.39	55.52	56.70	56.24	56.05	56.89	57.00	56.96	56.52	-0.44	56.90	56.31	56.75	56.84	1.10
PM Premium	52.08	53.00	53.01	52.67	53.77	53.16	52.83	53.74	54.36	53.99	53.41	-0.58	52.99	53.49	53.86	53.88	1.02
PM Discount	3.31	3.34	3.38	2.95	2.93	3.07	3.22	3.15	2.65	2.96	3.11	0.15	2.91	2.82	2.89	2.97	0.08
PM Branded Discount	3.16	3.23	3.21	2.87	2.83	2.95	3.10	3.08	2.57	2.79	2.98	0.19	2.84	2.76	2.79	2.85	0.03
PM Private Label	0.15	0.11	0.17	0.08	0.10	0.12	0.12	0.07	0.08	0.17	0.14	-0.03	0.07	0.06	0.09	0.11	0.04
PM Assorted Promo	0.20	0.11	0.09	0.08	0.15	0.11	0.15	0.28	0.12	0.04	0.06	0.02	0.18	0.20	0.18	0.12	-0.02
RJ Reynolds	17.98	17.19	19.20	19.51	18.84	19.18	18.44	18.78	18.24	18.77	19.28	0.51	19.37	18.92	18.73	18.76	-0.56
RJR Premium	14.55	13.83	13.88	13.34	13.47	13.55	13.77	13.52	12.98	13.45	14.07	0.63	13.48	13.37	13.32	13.50	0.18
RJR Discount	3.43	3.37	5.32	6.17	5.37	5.61	4.67	5.24	5.26	5.33	5.20	-0.13	5.89	5.55	5.41	5.26	-0.74
RJR Branded Discount	2.03	1.85	2.40	2.74	2.52	2.55	2.32	2.22	2.33	2.86	2.82	-0.04	2.44	2.35	2.44	2.56	0.01
RJR Private Label	1.40	1.52	2.92	3.43	2.85	3.06	2.35	3.02	2.93	2.46	2.38	-0.08	3.46	3.20	2.97	2.70	-0.75
RJR Assorted Promo	0.01	0.08	0.05	0.11	0.23	0.14	0.09	0.14	0.14	0.38	0.39	0.01	0.13	0.14	0.20	0.26	0.16
B & W (Incl American)	11.32	11.10	10.02	10.72	10.44	10.40	10.82	10.84	10.51	10.03	10.40	0.37	10.63	10.61	10.45	10.39	-0.39
B & W Premium	6.68	6.41	6.29	6.64	6.36	6.43	6.54	6.45	6.66	6.08	6.29	0.21	6.49	6.54	6.38	6.37	-0.21
B & W Discount	4.64	4.69	3.73	4.08	4.07	3.98	4.28	4.19	3.85	3.95	4.11	0.16	4.14	4.07	4.06	4.02	-0.18
B & W Branded Discount	4.53	4.61	3.65	4.03	3.99	3.91	4.20	4.10	3.82	3.84	4.00	0.16	4.08	4.02	3.99	3.94	-0.22
B & W Private Label	0.11	0.08	0.08	0.05	0.08	0.07	0.09	0.09	0.03	0.11	0.11	0.00	0.06	0.06	0.07	0.09	0.03
Lorillard	14.63	14.81	13.86	13.72	13.49	13.67	14.10	13.14	13.77	13.82	13.22	-0.60	13.51	13.58	13.56	13.49	-0.09
Lorillard Premium	14.34	14.57	13.62	13.53	13.33	13.48	13.88	12.99	13.63	13.65	13.05	-0.60	13.35	13.42	13.40	13.34	-0.07
Lorillard Discount	0.29	0.24	0.24	0.19	0.16	0.19	0.21	0.15	0.14	0.17	0.17	0.00	0.16	0.16	0.15	0.16	-0.02
Liggett	0.47	0.40	0.39	0.42	0.34	0.38	0.43	0.36	0.32	0.28	0.34	0.06	0.40	0.37	0.33	0.33	-0.09
Liggett Premium	0.47	0.40	0.39	0.40	0.33	0.37	0.42	0.36	0.32	0.28	0.30	0.02	0.40	0.37	0.33	0.32	-0.09
Liggett Discount	0.00	0.00	0.01	0.01	0.01	0.01	0.00	0.00	0.00	0.00	0.04	0.04	0.01	0.00	0.00	0.01	0.00
Lig Branded Discount	0.00	0.00	0.01	0.01	0.01	0.01	0.00	0.00	0.00	0.00	0.04	0.04	0.01	0.00	0.00	0.01	0.00
Lig Private Label	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Co-International	0.21	0.15	0.13	0.12	0.20	0.15	0.16	0.21	0.16	0.14	0.24	0.10	0.19	0.21	0.19	0.19	-0.02

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INTEGRATED NIELSEN PERFORMANCE  
PARLIAMENT MARKET-CONVENIENCE  
WEEK ENDING 06/29/96

								WEEK ENDINGS					4 WEEK ENDINGS				
	Feb-00	Mar-00	Apr-00	May-00	Jun-00	QTD	YTD	6/9	6/16	6/23	6/30	Diff vs. wk-ago	6/9	6/16	6/23	6/30	Diff vs. 4w-ago
Philip Morris	55.38	56.34	56.39	55.52	56.70	56.24	58.05	56.89	57.00	56.98	56.52	-0.44	55.90	56.31	56.75	56.84	1.10
PM Premium-Shr Prem	58.96	59.98	60.70	60.70	61.48	61.01	60.30	61.58	61.69	61.64	61.13	-0.51	60.98	61.20	61.56	61.51	0.57
PM Discount-Shr Disc	28.35	28.70	26.67	22.03	23.39	23.89	25.99	24.74	22.26	23.87	24.63	0.76	22.20	22.38	23.08	23.89	2.16
PM Brd Disc-Shr Brd Disc	31.53	32.57	33.80	29.16	29.78	30.74	31.52	32.27	28.01	28.90	29.75	0.85	29.84	29.74	29.79	29.96	0.95
PM PL-Shr PL	9.21	6.23	5.30	2.35	3.40	3.58	4.72	2.16	2.62	6.13	5.14	-0.99	1.98	1.78	3.03	3.92	2.00
Marlboro	37.76	38.90	39.81	39.17	40.34	39.81	39.13	40.66	40.89	40.60	39.71	-0.89	39.62	40.14	40.49	40.47	1.06
Red	14.04	14.98	14.58	14.44	15.08	14.73	14.74	14.73	15.43	15.33	15.43	0.10	14.44	14.72	14.99	15.23	0.75
Lights NM	17.16	17.81	18.70	18.44	18.76	18.64	17.99	19.28	19.14	18.70	18.14	-0.56	18.78	18.95	18.92	18.81	0.20
Gold	1.77	1.63	1.79	1.72	1.86	1.80	1.77	1.98	1.92	1.76	1.78	0.02	1.84	1.91	1.89	1.86	0.10
Medium	2.71	2.56	2.68	2.56	2.56	2.59	2.59	2.61	2.42	2.73	2.37	-0.36	2.53	2.49	2.61	2.53	-0.04
Menthol	2.05	1.94	2.08	2.01	2.07	2.06	2.03	2.05	1.99	2.09	1.99	-0.10	2.03	2.05	2.09	2.03	0.05
Other PM Premium	14.32	14.10	13.19	13.40	13.43	13.35	13.70	13.09	13.46	13.39	13.69	0.30	13.37	13.35	13.37	13.41	-0.04
Benson & Hedges	2.10	2.00	1.93	1.99	1.86	1.82	1.99	1.81	1.69	2.04	1.99	-0.05	1.87	1.79	1.83	1.89	-0.06
Merit	5.56	5.60	4.94	4.91	4.77	4.86	5.14	4.83	4.90	4.53	4.98	0.45	4.77	4.79	4.72	4.76	-0.09
Virginia Slims	2.54	2.62	2.38	2.29	2.34	2.34	2.44	2.32	2.48	2.34	2.18	-0.15	2.34	2.39	2.38	2.33	0.01
Parliament	3.97	3.76	3.82	4.10	4.35	4.12	4.00	4.21	4.29	4.37	4.44	0.07	4.27	4.29	4.33	4.33	0.09
Parliament Menthol	0.00	0.00	0.04	0.51	0.60	0.41	0.21	0.58	0.61	0.57	0.52	-0.05	0.67	0.65	0.62	0.57	-0.07
Saratoga	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.01	0.03	0.04	0.04	0.00	0.02	0.02	0.03	0.03	0.00
Cambridge	0.25	0.23	0.24	0.19	0.26	0.23	0.24	0.29	0.22	0.27	0.30	0.03	0.22	0.23	0.25	0.27	0.08
Alpine	0.07	0.06	0.05	0.07	0.09	0.07	0.07	0.07	0.08	0.12	0.13	0.05	0.07	0.07	0.08	0.10	0.03
Bristol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Basic	2.81	2.91	2.89	2.58	2.46	2.62	2.76	2.69	2.26	2.38	2.54	0.16	2.52	2.44	2.44	2.46	-0.06
PM Private Label	0.15	0.11	0.17	0.08	0.10	0.12	0.12	0.07	0.08	0.17	0.14	-0.03	0.07	0.06	0.09	0.11	0.04
RJ Reynolds	17.98	17.19	19.20	19.51	18.84	19.16	18.44	18.76	18.24	18.77	19.28	0.51	19.37	18.92	18.73	18.76	-0.56
RJR Premium -Shr Prem	16.47	15.65	15.90	15.40	15.40	15.55	15.72	15.49	14.73	15.35	16.11	0.76	15.51	15.30	15.23	15.42	0.06
RJR Discount -Shr Disc	29.38	28.93	41.96	46.04	42.81	43.63	37.67	41.15	44.22	42.92	41.17	-1.75	44.96	44.04	43.23	42.35	-2.85
B & W (Incl American)	11.32	11.10	10.02	10.72	10.44	10.40	10.82	10.64	10.51	10.03	10.40	0.37	10.63	10.61	10.45	10.39	-0.39
B & W Premium -Shr Prem	7.57	7.28	7.20	7.66	7.28	7.38	7.46	7.39	7.56	6.94	7.20	0.25	7.46	7.48	7.30	7.27	-0.31
B & W Discount -Shr Disc	39.76	40.30	29.43	30.44	32.49	30.93	34.56	32.92	32.34	31.84	32.54	0.71	31.57	32.32	32.47	32.41	0.74

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Lorillard	14.63	14.81	13.86	13.72	13.49	13.67	14.10	13.14	13.77	13.82	13.22	-0.60	13.51	13.58	13.56	13.49	-0.09
Lorillard Premium -Shr Prem	16.24	16.49	15.60	15.62	15.24	15.47	15.85	14.89	15.47	15.58	14.93	-0.65	15.36	15.36	15.32	15.23	-0.28
Lorillard Discount -Shr Disc	2.49	2.06	1.88	1.40	1.25	1.48	1.73	1.19	1.17	1.37	1.35	-0.02	1.23	1.25	1.22	1.27	-0.05
Liggett	0.47	0.40	0.39	0.42	0.34	0.38	0.43	0.36	0.32	0.28	0.34	0.06	0.40	0.37	0.33	0.33	-0.09
Liggett Premium -Shr Prem	0.54	0.45	0.44	0.47	0.37	0.42	0.48	0.42	0.36	0.32	0.35	0.03	0.46	0.42	0.38	0.36	-0.11
Liggett Discount -Shr Disc	0.00	0.00	0.06	0.09	0.06	0.07	0.04	0.00	0.00	0.00	0.30	0.30	0.04	0.01	0.00	0.08	0.01

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

**INTEGRATED DISCOUNT PERFORMANCE  
PARLIAMENT MARKET-CONVENIENCE  
WEEK ENDING 06/29/96**

								WEEK ENDINGS					4 WEEK ENDINGS				
	Feb-00	Mar-00	Apr-00	May-00	Jun-00	QTD	YTD	6/9	6/16	6/23	6/30	Diff vs. wk-ago	6/9	6/16	6/23	6/30	Diff vs. 4w-ago
<b>PRIVATE LABEL</b>																	
PM PL	0.15	0.11	0.17	0.08	0.10	0.12	0.12	0.07	0.08	0.17	0.14	-0.03	0.07	0.06	0.09	0.11	0.04
RJR PL	1.40	1.52	2.92	3.43	2.85	3.06	2.35	3.02	2.93	2.46	2.38	-0.08	3.46	3.20	2.97	2.70	-0.75
B & W PL (Incl Amer)	0.11	0.08	0.08	0.05	0.08	0.07	0.09	0.09	0.03	0.11	0.11	0.00	0.06	0.06	0.07	0.09	0.03
Liggett PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total PL	1.66	1.71	3.17	3.56	3.04	3.24	2.56	3.18	3.04	2.74	2.63	-0.11	3.59	3.32	3.14	2.90	-0.67
<b>PL Share of Segment</b>																	
PM PL	9.21	6.23	5.30	2.35	3.40	3.58	4.72	2.16	2.62	6.13	5.14	-0.99	1.98	1.78	3.03	3.92	2.00
RJR PL	84.13	88.97	92.16	96.30	93.98	94.26	91.93	94.91	96.36	89.89	90.55	0.66	98.29	96.46	94.71	93.09	-3.54
B & W PL (Incl Amer)	6.66	4.80	2.54	1.35	2.62	2.16	3.35	2.93	1.01	3.98	4.31	0.33	1.73	1.76	2.27	2.99	1.54
Liggett PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>BRANDED DISCOUNT</b>																	
GPC	2.95	2.99	2.25	2.65	2.47	2.47	2.67	2.53	2.39	2.41	2.36	-0.06	2.63	2.57	2.50	2.42	-0.31
Doral	1.21	1.17	1.23	1.29	1.40	1.31	1.29	1.00	1.23	1.97	1.60	-0.37	1.19	1.16	1.34	1.46	0.20
Basic	2.81	2.91	2.89	2.58	2.46	2.62	2.76	2.89	2.26	2.38	2.54	0.16	2.52	2.44	2.44	2.46	-0.06
Cambridge	0.25	0.23	0.24	0.19	0.26	0.23	0.24	0.29	0.22	0.27	0.30	0.03	0.22	0.23	0.25	0.27	0.08
Misty	0.67	0.77	0.67	0.73	0.81	0.74	0.74	0.80	0.77	0.81	0.84	0.03	0.78	0.78	0.80	0.80	0.04
Monarch	0.76	0.60	1.10	1.40	1.08	1.19	0.94	1.18	1.05	0.86	1.17	0.30	1.21	1.16	1.06	1.06	-0.20
Montclair	0.55	0.52	0.46	0.41	0.38	0.41	0.48	0.42	0.35	0.30	0.43	0.14	0.39	0.38	0.37	0.37	-0.04
Viceroy	0.34	0.30	0.25	0.23	0.32	0.27	0.29	0.33	0.31	0.32	0.36	0.05	0.26	0.29	0.31	0.33	0.09

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6/29 conv

Old Gold	0.29	0.24	0.25	0.19	0.18	0.20	0.22	0.17	0.17	0.18	0.18	0.00	0.18	0.18	0.17	0.18	-0.01
Best Value	0.01	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.00
Alpine	0.07	0.06	0.05	0.07	0.09	0.07	0.07	0.07	0.08	0.12	0.13	0.01	0.07	0.07	0.08	0.10	0.03
Raleigh Extra	0.01	0.00	0.01	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00
Century 25	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.00
Bristol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Magna	0.03	0.04	0.05	0.03	0.02	0.03	0.04	0.01	0.02	0.02	0.04	0.02	0.02	0.01	0.02	0.02	0.01
Pyramid	0.00	0.00	0.01	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.00	0.00	0.00	-0.01
Sterling	0.01	0.01	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Daves	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
All American	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bucks	0.02	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.00	0.08	0.01	-0.01	0.03	0.02	0.02	0.02	-0.01
A/O Branded Discount	0.02	0.03	0.00	0.35	-0.01	0.00	0.01	-0.01	-0.03	-0.01	0.03	0.04	-0.01	-0.02	-0.02	-0.01	0.00
Total Branded Discount	10.01	9.93	9.51	9.84	9.50	9.61	9.84	9.55	8.85	9.67	10.01	0.34	9.52	9.29	9.37	9.52	-0.19
Basic Share Of Discount	24.07	24.99	22.78	19.29	19.59	20.41	22.26	21.16	19.03	19.17	20.05	0.89	19.24	19.38	19.47	19.85	0.82
Total Discount Category	11.67	11.64	12.68	13.40	12.54	12.85	12.40	12.73	11.89	12.41	12.64	0.23	13.11	12.61	12.51	12.41	-0.86

INTEGRATED TOP 25 PERFORMANCE  
PARLIAMENT MARKET-CONVENIENCE  
WEEK ENDING 06/29/96

								WEEK ENDINGS					4 WEEK ENDINGS				
	Feb-00	Mar-00	Apr-00	May-00	Jun-00	QTD	YTD	6/9	6/16	6/23	6/30	Diff vs. wk-ago	6/9	6/16	6/23	6/30	Diff vs. 4w-ago
Marlboro	37.76	38.90	39.81	39.17	40.34	39.81	39.13	40.66	40.89	40.60	39.71	-0.89	39.62	40.14	40.49	40.47	1.06
Marlboro B4G1F	0.88	0.37	0.04	0.01	0.00	0.02	0.24	0.01	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	-0.01
Winston	5.14	5.03	5.20	4.84	4.94	4.98	5.01	4.97	4.77	4.87	5.21	0.35	4.92	4.90	4.87	4.95	0.09
Winston Select	1.06	0.87	1.11	0.91	1.04	1.02	1.01	1.13	1.04	1.06	1.09	0.03	0.97	1.00	1.03	1.08	0.16
Camel	4.22	3.87	4.04	3.91	3.77	3.89	3.91	4.04	3.60	3.66	3.83	-0.03	3.94	3.86	3.80	3.73	-0.16
Camel Filters	3.66	3.34	3.51	3.39	3.20	3.35	3.36	3.49	3.08	3.07	3.02	-0.05	3.39	3.32	3.25	3.16	-0.19
Camel Non-Filter	0.56	0.53	0.53	0.52	0.56	0.54	0.55	0.55	0.52	0.59	0.61	0.02	0.54	0.54	0.55	0.57	0.03
GPC	2.95	2.99	2.25	2.65	2.47	2.47	2.67	2.53	2.39	2.41	2.36	-0.06	2.63	2.57	2.50	2.42	-0.31
Doral	1.21	1.17	1.23	1.29	1.40	1.31	1.29	1.00	1.23	1.97	1.60	-0.37	1.19	1.16	1.34	1.46	0.20

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Newport	11.36	11.48	10.78	10.75	10.75	10.76	11.03	10.39	11.01	11.20	10.37	-0.83	10.64	10.75	10.85	10.75	0.10
Basic	2.81	2.91	2.89	2.58	2.46	2.62	2.76	2.69	2.26	2.38	2.54	0.16	2.52	2.44	2.44	2.46	-0.06
Basic Box	0.07	0.30	0.52	0.32	0.30	0.37	0.26	0.30	0.20	0.29	0.43	0.14	0.29	0.27	0.27	0.30	0.02
Salem	3.46	3.19	3.16	3.07	3.18	3.14	3.22	2.97	3.11	3.23	3.46	0.23	3.08	3.10	3.11	3.19	0.12
Kool	2.69	2.58	2.66	2.70	2.49	2.60	2.65	2.48	2.73	2.28	2.39	0.11	2.59	2.62	2.51	2.47	-0.20
Virginia Slims	2.54	2.62	2.38	2.29	2.34	2.34	2.44	2.32	2.48	2.34	2.18	-0.15	2.34	2.39	2.38	2.33	0.01
Merit	5.56	5.60	4.94	4.91	4.77	4.86	5.14	4.63	4.90	4.53	4.98	0.45	4.77	4.79	4.72	4.76	-0.09
Benson & Hedges	2.10	2.00	1.93	1.99	1.86	1.92	1.99	1.81	1.69	2.04	1.99	-0.05	1.87	1.79	1.83	1.89	-0.06
Cambridge	0.25	0.23	0.24	0.19	0.26	0.23	0.24	0.29	0.22	0.27	0.30	0.03	0.22	0.23	0.25	0.27	0.08
Carlton	1.50	1.45	1.41	1.60	1.60	1.54	1.51	1.62	1.61	1.54	1.63	0.09	1.58	1.61	1.59	1.60	0.01
Misty	0.67	0.77	0.67	0.73	0.81	0.74	0.74	0.80	0.77	0.81	0.84	0.03	0.78	0.78	0.80	0.80	0.04
Vantage	0.70	0.71	0.62	0.55	0.58	0.58	0.65	0.56	0.60	0.57	0.62	0.05	0.57	0.57	0.57	0.59	0.03
Kent	1.43	1.51	1.25	1.36	1.13	1.24	1.35	1.14	1.12	1.10	1.16	0.06	1.25	1.21	1.12	1.13	-0.19
Pall Mall	0.77	0.73	0.72	0.76	0.69	0.72	0.74	0.64	0.63	0.74	0.77	0.03	0.70	0.68	0.67	0.69	-0.04
Capri	0.49	0.44	0.43	0.48	0.50	0.47	0.47	0.58	0.50	0.48	0.43	-0.05	0.52	0.53	0.52	0.50	0.00
Monarch	0.76	0.60	1.10	1.40	1.08	1.19	0.94	1.18	1.05	0.86	1.17	0.30	1.21	1.16	1.06	1.06	-0.20
Viceroy	0.34	0.30	0.25	0.23	0.32	0.27	0.29	0.33	0.31	0.32	0.36	0.05	0.26	0.29	0.31	0.33	0.09
Parliament	3.97	3.76	3.82	4.10	4.35	4.12	4.00	4.21	4.29	4.37	4.44	0.07	4.27	4.29	4.33	4.33	0.09
Parliament Menthol	0.00	0.00	0.04	0.51	0.60	0.41	0.21	0.58	0.61	0.57	0.52	-0.05	0.67	0.85	0.62	0.57	-0.07
Montclair	0.55	0.52	0.46	0.41	0.38	0.41	0.48	0.42	0.35	0.30	0.43	0.14	0.39	0.38	0.37	0.37	-0.04
Now	0.61	0.57	0.51	0.54	0.50	0.52	0.54	0.54	0.53	0.51	0.47	-0.04	0.52	0.51	0.51	0.51	0.00
True	1.37	1.38	1.44	1.24	1.28	1.31	1.33	1.27	1.33	1.22	1.30	0.09	1.27	1.29	1.28	1.28	0.02

\* Top 25 is based on All Outlets Combined.

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PARLIAMENT MENTHOL FLASH  
WEEK ENDING 06/29/96

	CONVENIENCE STORES								SUPERMARKETS								ALL OUTLETS COMBINED							
	06/08	06/15	06/22	06/29	Diff vs wk-ago	4wk 06/29	4wk vs 4wk ago	Cume Intro	06/08	06/15	06/22	06/29	Diff vs wk-ago	4wk 06/29	4wk vs 4wk ago	Cume Intro	06/08	06/15	06/22	06/29	Diff vs wk-ago	4wk 06/29	4wk vs 4wk ago	Cume Intro
<b>Share</b>																								
Total Parliament	4.21	4.29	4.37	4.44	0.07	4.33	0.09	4.24	3.78	3.79	3.73	3.61	-0.12	3.73	0.19	3.62	4.11	4.18	4.22	4.25	0.02	4.19	0.12	4.10
Parliament NM	3.63	3.68	3.80	3.91	0.12	3.76	0.16	3.68	3.68	3.66	3.59	3.46	-0.13	3.60	0.14	3.52	3.64	3.67	3.75	3.81	0.08	3.72	0.18	3.64
Parliament Menthol	0.58	0.61	0.57	0.52	-0.05	0.57	-0.07	0.56	0.10	0.13	0.15	0.15	0.00	0.13	0.05	0.10	0.47	0.50	0.47	0.44	-0.04	0.47	-0.04	0.45
Parliament B1G1F	0.12	0.13	0.11	0.13	0.02	0.12	0.03	0.09	0.03	0.04	0.08	0.04	-0.02	0.04	0.00	0.04	0.10	0.11	0.10	0.11	0.01	0.10	0.03	0.08
<b>Share in Stores Selling*</b>																								
Total Parliament	4.29	4.38	4.46	4.53	0.07	N/A	N/A	N/A	3.78	3.79	3.81	3.69	-0.12	N/A	N/A	N/A	4.17	4.24	4.31	4.33	0.02	N/A	N/A	N/A
Parliament NM	3.70	3.75	3.87	3.99	0.12	N/A	N/A	N/A	3.68	3.66	3.66	3.53	-0.13	N/A	N/A	N/A	3.70	3.73	3.83	3.89	0.06	N/A	N/A	N/A
Parliament Menthol	0.69	0.71	0.67	0.61	-0.06	N/A	N/A	N/A	0.31	0.37	0.35	0.37	0.03	N/A	N/A	N/A	0.65	0.68	0.63	0.58	-0.05	N/A	N/A	N/A
Parliament B1G1F	0.14	0.15	0.13	0.15	0.03	N/A	N/A	N/A	0.08	0.11	0.14	0.11	-0.03	N/A	N/A	N/A	0.14	0.14	0.13	0.15	0.02	N/A	N/A	N/A
<b>Distribution</b>																								
Total Parliament	98	98	98	98	0	N/A	N/A	N/A	100	100	98	98	0	N/A	N/A	N/A	98	98	98	98	0	N/A	N/A	N/A
Parliament NM	98	98	98	98	0	N/A	N/A	N/A	100	100	98	98	0	N/A	N/A	N/A	98	98	98	98	0	N/A	N/A	N/A
Parliament Menthol	83	86	85	86	1	N/A	N/A	N/A	33	35	42	40	-2	N/A	N/A	N/A	71	75	76	75	0	N/A	N/A	N/A
Parliament B1G1F	20	15	17	13	-4	N/A	N/A	N/A	8	10	10	8	-4	N/A	N/A	N/A	17	14	15	11	-4	N/A	N/A	N/A
<b>Days Supply</b>																								
Total Parliament	12	11	11	11	0	11	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Parliament NM	10	9	9	10	0	10	-1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Parliament Menthol	28	21	22	24	2	23	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Parliament B1G1F	29	18	17	7	-10	17	-3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Out of Stock</b>																								
Total Parliament	3	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Parliament NM	3	3	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Parliament Menthol	0	2	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Parliament B1G1F	4	1	4	6	2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Price</b>																								
Total Parliament	2.09	2.07	2.10	2.11	0.01	2.09	-0.01	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Newport	2.08	2.09	2.10	2.08	-0.02	2.09	0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Kool	2.05	2.08	2.09	2.07	-0.02	2.07	0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Lowest Discount	1.52	1.51	1.51	1.49	-0.02	0.38	0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Gap w/Lowest Discount	0.56	0.56	0.59	0.62	0.03	1.71	0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Causal</b>																								
Incentive	0	0	0	0	0	0	-1	N/A	0	0	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Free Product	18	14	9	3	-6	11	-1	N/A	1	3	2	1	-1	2	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Visible Money Off	10	6	1	6	5	6	5	N/A	0	0	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Any Promo	31	30	14	15	1	23	3	N/A	2	4	14	1	-13	5	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Source: Nielsen

\* Share in Stores Selling is calculated using market level data. Share/Distribution\*100

Parliament Market includes New York, Philadelphia, and Boston.

Sample Size: New York (52) c-stores, (72) supermarkets; Boston (23) c-stores, (87) supermarkets; Philadelphia (18) c-stores, (64) supermarkets

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